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ABSTRACT

The job placement service guide outlines the steps which were followed in organizing and coordinating a job placement service for secondary students of Cobb County Public Schools, Georgia. A three-stage sequential procedure is outlined for (1) developing, (2) implementing, and (3) evaluating the placement services of the school system. Copies of the job order form, an employer survey form, and the student employment survey form are included. (EA)

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COBB COUNTY PUBLIC SCHOOLS

JOB PLACEMENT SERVICE

The job placement service represents an additional service provided by the Cobb County School System for all secondary students in the county. Designed to assist each student in gaining a job that best meets his needs, interests and abilities, the placement service at the same time allows the student to consider numerous alternatives for making an occupational choice.

The service is a three stage sequential procedure for developing, implementing, and assessing the effectiveness of placement services in the Cobb County Public School System.

STAGE I concerns the development of the placement service to include:

1. Orienting the community to the job placement service and establishing communication lines with manpower agencies, and personnel managers for placement purposes.
2. Developing a master list of all potential employers.
3. Orienting counselors and work/study coordinators to the placement service.
4. Establishing rapport with the administration and faculty of each high school and keeping them informed of the placement service.
5. Developing a newsletter format for counselor, teacher and principal containing information about job availabilities.
6. Maintaining an updated employer list.
7. Handling special student referrals from counselors.
8. Assessing existing placement efforts and attempting coordination of same for a total placement program.

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9. Developing a follow-up system of students placed.

STAGE II focuses on the implementation of a placement program capable of meeting the total student population needs. Points of consideration are:

1. Establishing a centralized agency to coordinate the existing placement efforts and to bring student needs and community job availability together.
2. Providing opportunities for personal growth experiences for individual students in areas relating to job placement and student interests, skills, and abilities.
3. Giving personal assistance to students with special needs and working for training programs for special situations.

STAGE III will entail a continuous effort toward the evaluation of the placement service:

1. Determining the effectiveness of the placement service.
2. Identifying areas that need improvement and initiating methods of improvement.
3. Utilizing any available information on placement and evaluating its effectiveness on the placement service in Cobb County.

A. Development Procedure

Development of forms to be used in job placement implementation

1. Employer Questionnaire -- JP-1
   a. To determine individual business needs.
   b. To cluster occupations in each business.
   c. To determine job availability.
2. Student Survey -- JP-2
   a. To determine student placement needs.
   b. To identify occupational clusters in areas of interest to students for placement purposes.
   c. To identify clusters most relevant to placement needs of total student population.
   d. To identify and classify student population
      (1) Regular student desiring job placement.
      (2) Students presently employed.
      (3) Students presently employed but desiring change of job.
      (4) Students with special problems.
3. Letters and Questionnaires to Individual Businesses in County
   a. To introduce placement service.
   b. To request information concerning placement and training.
4. Personal Visitation to Business and Industry
   a. To explain program.
   b. To solicit cooperation for placement.
   c. To identify and record contact persons.
5. Radio Announcements
   a. To introduce placement service.
   b. To stimulate interest of local businessmen.

6. Local Newspaper Articles

   a. To introduce placement service.

   b. To stimulate community interest.

7. Speaking Engagements

   a. To introduce placement service.

   b. To request cooperation and assistance.

B. Implementation Procedure

1. Establishment of job reference file

   a. From student request and survey information.

   b. From employer inquiries and survey.

      (1) Company name

      (2) Contact person(s)

      (3) Phone number(s)

      (4) Information concerning student employment

2. Compilation and Utilization of Information

   a. Job order form (employee inquiry).

   b. Referral letter (introduction).

   c. Student interest survey.

   d. Employer information form.

   e. Placement information form.

      (1) Students contacted

      (2) Students employed

      (3) Student referrals handled

      (4) Students placed in jobs related to career interest

3. Orientation of Counselors and Work/Study Coordinators to Job Availability

   a. Newsletters.

   b. Phone calls.

c. Personal visitation.

4. Maintenance of an Updated Employer List

a. From employer inquiries.

b. Personal calls to businesses.

c. Verified information passed to coordinator.

C. Assessment

1. Development of graphs showing statistics compiled from the various forms.
2. Follow-up of placement to determine student satisfaction in job choice and specific work roles.
3. Maintenance of records of all persons contacted, placements and identification of person making placement.
4. Review of all available literature and evaluation of its value to the placement program.
5. Continuous observation of program to detect problem areas and to initiate methods of improvement.

D. Job Information Sources Utilized By The Cobb County Public Schools Placement Effort

1. Cobb County Chamber of Commerce Members.
2. Georgia Department of Labor.
3. Industries of Cobb County.
4. Businesses of Cobb County.
5. Industry and businesses of surrounding area.

Cobb County Public Schools

47 Waddell St. Phone 422-9171 Marietta, Georgia 30060

Superintendent
Kermit Keenum

Board of Education

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Harold Posey
Sam Whitfield
W.O. Smitha
John S. Frey, Jr.

In June 1973, the Cobb County Board of Education created a job placement position to which I have been named coordinator. It will be my duty to organize and coordinate this service through contacts with the business community of Cobb County and with the Chamber of Commerce.

In order to have a successful program, it is necessary that we determine just what the needs of the community are in terms of employment and strive to help fill these needs, while at the same time providing a service for the students of Cobb County. Ideally it is hoped that the jobs in which students are placed will be very closely related to their occupational interests.

I will be calling on you personally in the future to meet you and to obtain information about your needs and employment possibilities for our students. Thanking you for your past assistance and inviting your continued support as we endeavor to further meet the needs of our students, I ask you to

HELP US HELP YOU.

Sincerely,

FARRIS W. FORESMAN
Job Placement Coordinator

FWF:nd

COBB COUNTY PUBLIC SCHOOLS
DIVISION OF INSTRUCTIONAL SERVICES
MARIETTA, GEORGIA

March 13, 1974

TO: Workstudy Coordinators
Principals
Counselors

FROM: Farris W. Foresman, Job Placement Coordinator

SUBJECT: Monthly Summary - Job Placement

I am very pleased with the reception I have been given by the employers I have talked with. They have been most cooperative and have indicated that they would be calling us in the future when the economy begins to level off. Also many of the businesses that have been hiring 14 - 15 year olds are now under pressure from state, federal and company officials to hire 16 year olds and up.

We are in an employer's market which means that he can be very selective in whom he hires. This will eliminate many of our students from some of the better jobs that they have been able to obtain. At the present time EXPERIENCE is the key to most jobs. Part time jobs are almost non-existent because of the unemployment problem, at least those most students would accept.

January and February have been very rough months as far as job availability is concerned. January is usually a very slow month for job availability, anyway. A breakdown shows:

January	12 Job Orders - - - - 24 Jobs
February	25 Job Orders - - - - 70 Jobs

Approximately 80% of the jobs were full time positions for graduates. Needless to say unemployment is on the rise.

	January	February
* Cobb County	3.29%	3.55%
State	2.07%	1.90%
National	5.02%	

* 1,402 unemployed in January directly related to energy crisis. These figures are expected to rise .03 - .04% through at least March and hopefully we can anticipate a break for the better.

Listed below is a summary of activities for January and February:

1. Received 37 job orders for 94 jobs

2. Known placements for these jobs is 21

3. Provided individual assistance to 30 students with 14 placements

4. Coordinated resource person from Six Flags to 5 schools Talked with classes CVAE students at Campbell and Sprayberry

5. Discussed placement program with 2 classes at Awtrey and 5 classes at Floyd Junior High

6. Talked with graduating seniors in group at four high schools and individually at others or by phone

7. Met with out of state visitors to system to explain job placement program on 3 occasions

8. Began assistance to adult high school students in placement

9. Continued development of master list of employers

10. Made periodic visits to all schools

11. Have received four calls from adults in community for help in job placement (Helped one - turned other 3 down)

In summary, students need to be aware of the job market situation. I would be happy to come into the school to talk to groups of students concerning this. Call me if you wish to establish a date and time for me to come.

Please accept my thanks for your help and support.

FWF:nd

cc: Dr. Dennis
Mrs. Moore
Mrs. Corcoran

JOB ORDER FORM

COBB COUNTY PUBLIC SCHOOLS
JOB PLACEMENT SERVICE
Telephone -- 424-8512

JOB NO._____

Date of order_____

A. Company Name_____

Address_____

Personnel Director_____ Telephone_____

Job Description_____

_____

Age Requirements_____ Wages_____

Male____ Female____ Working Hours_____

****

B. Complete and Return to:

Farris W. Foresman
Cobb County Instructional
Services Center
700 Allgood Road
Marietta, Georgia

School_____

_____

_____

Date	Name of all Students Contacted	Gr.	Complete only if student is placed			
			Date	Earnings	Coordinator	Program

CP-1

COBB COUNTY PUBLIC SCHOOLS

EMPLOYER SURVEY

DATE_____

COMPANY NAME_____

ADDRESS_____ CITY_____ ZIP_____

CONTACT PERSON_____ TITLE_____

TELEPHONE_____ HOURS_____

1. Would your company hire high school students?

   Parttime Yes ( ) No ( ) Fulltime Yes ( ) No ( )

2. Would your company hire high school graduates?

   Yes ( ) No ( )

3. Would your company hire students without a high school diploma?

   Fulltime Yes ( ) No ( ) Parttime Yes ( ) No ( )

4. Would your company be willing to train students ?

   Individually ( ) Small groups ( ) No ( )

5. Types of jobs in your company:

   Boys _____ Girls_____

   _____ _____

   _____ _____

   _____ _____

6. Age requirements:

   _____

7. Work hours:

   _____

8. Wage range:_____ Hourly ( ) Salaried ( )

9. Company benefits:

   _____

   _____

   _____

   _____

10. Opportunity for advancement:
    Yes ( ) No ( )

11. Comments:

    _____

    _____

    _____

    _____

JP-2

COBB COUNTY PUBLIC SCHOOLS
STUDENT EMPLOYMENT SURVEY

A
B
C

NAME_____ GRADE_____ SCHOOL_____
Last First Middle

ADDRESS_____ PHONE_____

AGE_____ SEX___F___M DRIVER'S LICENSE___YES___NO CAR___YES___NO

A. Are you presently employed? YES_____NO_____. If yes, please answer the following:

Place of employment_____
Name of Company Address

How did you get this job? (Check)

D.C.T._____C.V.A.E._____V.O.T._____D.E._____SPEC. ED_____COUNSELOR_____
SELF_____VOCATIONAL REHABILITATION_____OTHER (explain)_____
_____

B. Would you like to look for another job? YES_____NO_____. If yes, please answer the following:

1. Would you like help? YES_____NO_____.

2. What type of job would you accept?
1st choice_____Salary_____

2nd choice_____Salary_____

3. List any skills, talents or experience you have that would be of help to you in jobs listed above.

_____

4. When can you work? (Check)
Parttime after school_____ Parttime cooperative programs_____
Parttime open campus _____ Fulltime _____

5. Do you have any special handicap? YES_____NO_____. Specify:

_____

C. 1. What are your career plans upon completion of your education?_____
_____
_____

2. What are your educational plans?
H.S. Grad____Vo-Tech____4 Yr. College____2 Yr College_____
Other (specify)_____
_____

3. Please check any of the following programs in which you are now enrolled:
D.C.T._____D.E._____V.O.T._____SPEC. ED. (Pre-Vocation)_____
C.V.A.E._____OCCUPATIONAL AREAS SUCH AS DATA PROCESSING,_____
SHEETMETAL_____GRAPHIC ARTS_____RADIO & T.V._____ELECTRICAL CONST_____
DRAFTING_____FOOD SVC_____OTHER_____

12

Name